

# SUMMARY OF CHANGES

## WHAT WE'VE ADDED

- Updated purpose, core values, and strategy.

## PURPOSE

To help build, support and grow successful member businesses.

## CORE VALUES

Customer Focus, Transparency, Collaboration, Community, Accountability and Communication.

## STRATEGY

To grow offices, market share, and revenue by strengthening our brand, having a compelling value proposition, concentrating on membership retention and growth, and diversifying revenue streams.






# SUMMARY OF CHANGES

Continued...

## WHAT WE'VE ADDED

- The flexibility to use the Classic or Reverse logos interchangeably based on what the office requires.



**firstnational**  
REAL ESTATE

Your Company

Suburb Address


Headline


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur hendrerit blandit quam vitae euismod. Vivamus eu est faucibus tellus lacus efficitur eget in ligula. Nunc hendrerit est quis convallis pellentesque. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium lacus augue, ac posuere mi lacinia sit fincidunt orci. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium lacus augue, ac posuere mi lacinia sit fincidunt orci.

Price  
\$500,000 - \$1000,000

Inspect  
Date and time here

**FN Your Company**  
(03) 0000 0000  
Your Address  
Suburb 0000

 **John Smith**  
0400 000 000  
email@yourcompany.com.au

 **Jane Smith**  
0400 000 000  
email@yourcompany.com.au

**SALE/AUCTION** Date Month @ 00:00 am/pm [yourcompany.com.au](#)

**firstnational**  
REAL ESTATE

Your Company




# FOR SALE

**AGENTS NAME**

**0420 000 000**

4669 1790

[fnyourcompany.com.au](#)



**firstnational**  
REAL ESTATE

Your Company

Suburb Address


Headline


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur hendrerit blandit quam vitae euismod. Vivamus eu est faucibus tellus lacus efficitur eget in ligula. Nunc hendrerit est quis convallis pellentesque. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium lacus augue, ac posuere mi lacinia sit fincidunt orci. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium lacus augue, ac posuere mi lacinia sit fincidunt orci.

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**FN Your Company**  
(03) 0000 0000  
Your Address  
Suburb 0000

 **John Smith**  
0400 000 000  
email@yourcompany.com.au

 **Jane Smith**  
0400 000 000  
email@yourcompany.com.au

**SALE/AUCTION** Date Month @ 00:00 am/pm [yourcompany.com.au](#)

**firstnational**  
REAL ESTATE

Your Company

# FOR SALE

**AGENTS NAME**

**0420 000 000**

4669 1790

[fnyourcompany.com.au](#)

# SUMMARY OF CHANGES

Continued...

## WHAT WE'VE ADDED

- New typefaces to highlight words or phrases.

### SCRIPT HIGHLIGHT FONTS – PRINT

#### BREATHING

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz

#### BRITTANY SIGNATURE

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

#### DISRUPTORS SCRIPT – CANVA

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

#### DIVINE RHAPSODY

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

#### FADELYA

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

#### MOONTIME - CANVA

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

#### PROCREATE SIGNATURE

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890



**first  
national**  
REAL ESTATE

# SUMMARY OF CHANGES

Continued...

## WHAT WE'VE ADDED

- Examples of incorrect design use.



Different logo colour.



Use of font that's not in our style guide.



Mixing incorrect colour brand sets.



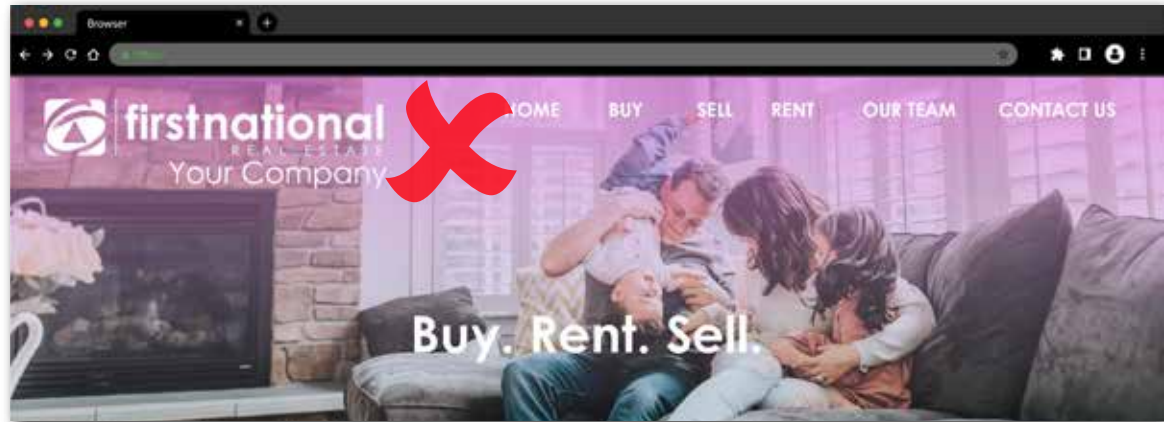
Creating your own logo lock up and tagline.

# SUMMARY OF CHANGES

Continued...

## WHAT WE'VE ADDED

- Examples of incorrect design use.



Use of a colour not in the style guide.



Minimising logo and combining it with another that's not approved. Use of a colour not in the style guide.



Incorrect logo lock up, using another tagline instead of 'We put you first' and use of the swash without the encasement.



# SUMMARY OF CHANGES

Continued...

## WHAT WE'VE ADDED

- The ability to use of the swash without the round edged square on SOLD stickers. This version of the swash can **only** be used on SOLD stickers.



Classic signboard.






Sold sticker options.

# SUMMARY OF CHANGES

Continued...

## WHAT WE'VE ADDED

- Design examples with larger and more visible office logos.

**firstnational**  
REAL ESTATE

Your Company


Suburb Address  
Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur hendrerit blandit quam vitae euismod. Vivamus eu est faucibus tellus lacus efficitur eget in ligula. Nunc hendrerit est quis convallis pellentesque. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium lacus augue, ac posuere mi lacinia sit fncidunt orci. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium lacus augue, ac posuere mi lacinia sit fncidunt orci.


0 1 2 3 4 5 6 7 8 9

**Price**  
 \$000,000 - \$000,000  
**FN Your Company**  
 (03) 000 0000  
 Your Address  
 Suburb 0000

**Inspect**  
 Date and time here



John Smith  
0400 000 000  
email@yourcompany.com.au



Jane Smith  
0400 000 000  
email@yourcompany.com.au

SALE/AUCTION      Date Month @ 00:00 am/pm      yourcompany.com.au

**firstnational**  
REAL ESTATE

Your Company




# FOR SALE

**AGENTS NAME**

**0420 000 000**

4669 1790

fnyourcompany.com.au

**firstnational**  
REAL ESTATE

Your Company


Suburb Address  
Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur hendrerit blandit quam vitae euismod. Vivamus eu est faucibus tellus lacus efficitur eget in ligula. Nunc hendrerit est quis convallis pellentesque. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium lacus augue, ac posuere mi lacinia sit fncidunt orci. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium lacus augue, ac posuere mi lacinia sit fncidunt orci.


0 1 2 3 4 5 6 7 8 9

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John Smith  
0400 000 000  
email@yourcompany.com.au



Jane Smith  
0400 000 000  
email@yourcompany.com.au

SALE/AUCTION      Date Month @ 00:00 am/pm      yourcompany.com.au

**firstnational**  
REAL ESTATE

Your Company





**AUCTION**

Suburb Address  
Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur hendrerit blandit quam vitae euismod. Vivamus eu est faucibus tellus lacus efficitur eget in ligula. Nunc hendrerit est quis convallis pellentesque. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium lacus augue, ac posuere mi lacinia sit fncidunt orci. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium lacus augue, ac posuere mi lacinia sit fncidunt orci.

0 1 2 3 4 5 6 7 8 9

**Price**  
 \$000,000 - \$000,000  
**FN Your Company**  
 (03) 000 0000  
 Your Address  
 Suburb 0000

**Inspect**  
 Date and time here

**Agent 1**  
 0400 000 000  
 email@yourcompany.com.au

yourcompany.com.au

# SUMMARY OF CHANGES

Continued...

## WHAT WE'VE REMOVED

- Brand divisions for residential and commercial as it will be simply called the Classic and Reverse logos.



- The use of The Red Running Man.





# SUMMARY OF CHANGES

Continued...

## USAGE RESTRICTIONS

- Grey brand style: Usage is now restricted to offices previously approved under Reverse Grey branding. This is a usage limitation, not a removal.



**firstnational**  
REAL ESTATE  
Your Company

**Richmond 89 Hoddle Street**  
**Fully Renovated Family Home**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur hendrerit blandit quam vitae euismod. Vivamus eu est faucibus felis iaculis efficitur eget in ligula. Nunc hendrerit est quis convallis pellentesque. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium iaculis augue, ac posuere mi lacinia sit fncidunt orci. Curabitur eget erat enim. Etiam a magna ligula. Maecenas pretium iaculis augue, ac posuere mi lacinia sit fncidunt orci.

3 1 2 2 1

**Price**  
\$600,000 - \$650,000

**Inspect**  
Date and time here

**BN Your Company**  
(03) 0000 0000  
Your Address  
Suburb 0000

**John Smith**  
0400 000 000  
email@yourcompany.com.au



**FOR SALE**

**yourcompany.com.au**



**firstnational**  
REAL ESTATE  
Your Company

**Fully renovated family home**

Occidat solis aut is non pos elestia  
Iducias tempurum qui omnis sili  
cum harclam sit, ut harum velloir-  
pare ne sae vent illoccu saecea  
eum estore vel ea qui ammet  
velitaspic totat magnisciel res.  
Emoluptam voluptatem si quatus

**123 Street Name, SUBURB**  
**\$850,000**

3 2 2

**John Smith** | 0400 000 000  
agent@yourcompany.com.au  
yourcompany.com.au